

A Draw Your Crowd
Resource

CONTENT MARKETING PLAN CHECKLIST

A 45-point checklist to
accelerate your marketing plan.



INTRO

What is a Content Marketing Plan?

Content marketing is about creating and sharing valuable content to attract and convert prospects into loyal customers. The aim is to educate people so that they know, like, and trust you enough to do business with you. A content marketing plan sets out the way your organisation will do that.

Annual marketing planning can be a painful time for the unprepared. This intuitive checklist is designed to speed up the process.

Want to fast-track the development of your annual content marketing plan? Here's a handy checklist I pulled together based on previous plans I've developed. It's built around the who-what-how-when structure that feels pretty intuitive.

This 45-point checklist will help you to get your act together and create a working marketing plan in less than 20 slides. You can use it to review progress in development, assign responsibilities and identify any gaps to fill.



THE SET UP AND CONTEXT

Timings

- o The completion deadline for the plan is agreed
- o There are meetings in diary and rooms booked for draft reviews
- o The timeframe the plan will cover is confirmed – next year/next two years/ three years

SECTION ONE:

Responsibilities

- o The main sponsor for the plan is assigned as are the key stakeholders
- o It's clear on who is responsible for doing what in the development of the plan
- o How the plan gets signed off has been agreed
- o The team are clear on who to consult along the way
- o And who will be informed once we're finished
- o All the stakeholders have been asked what they want and expect from this plan
- o There is an agreed format for the plan document(s)

THE DOCUMENT

“With any iterative document development it’s a good idea to keep a track of version control and adopt a file naming convention that supports that to avoid getting in a muddle”

SECTION TWO:

A 15-20 Page Content Marketing Plan Document Structure

[Page 1]

- o Title
- o Version control
- o Date
- o Author
- o Summary of revisions in latest version

[Page 2]

- o Marketing Objectives (up to three)

[Page 3]

- o Summarising the difference, we are seeking to make
- o From....To...

[Page 4]

- o Where are we now?
- o What is the current reality?

Outline Marketing Strategy

Who

Are we targeting with this plan and how is that target evolving?

What

Are we seeking to convey to them about our business?

How

Will we go about doing that? By using which tactics?

When

When will it be done by and how will we schedule our work?



THE PLAN

[Page 5]

- o Outline Marketing Strategy
- o **Who** are we targeting
- o **What** is our proposition & portfolio
- o **How** will we do it
- o **When** will we do it by



[Page 6]

- o Who #1 - Summary of Buyer Personas and shifts in emphasis

[Page 7]

- o What #1 - Brand positioning

[Page 8]

- o What #2 - Service architecture

[Page 9]

- o What #4 - Elevator pitch(es)

[Page 10]

- o What #5
- o Portfolio priorities
- o Choices about where to focus

[Page 11]

- o What #6 - [Optional] Brand personality and tone of voice

THE DETAIL

“The essence of developing any marketing strategy and plan is about making choices - where to prioritise and how to focus your limited resources”



[Page 12]

- o How #1 - Goals and supporting tactics
- eg. Content themes

[Page 13]

- o How #2 -Goals and supporting tactics
- eg. Channels

[Page 14]

- o How #3 - Goals and supporting tactics
- eg. Marketing qualified leads

[Page 15]

- o How #4 - Goals and supporting tactics
- o Check all goals are SMART

[Page 16]

- o Time plan by How by Quarter
- o Key dates and decision points

BUY IN

And finally...

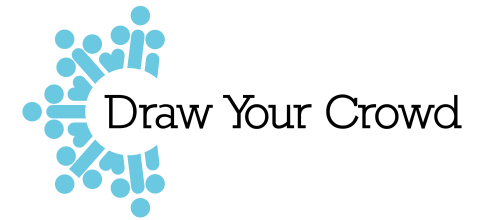
- o Always ask someone independent to proof read your charts for spelling and grammar errors and check that it all makes sense, especially if the plan is not going to be presented but read in isolation.

SECTION THREE:

- o The stakeholders have been taken through the plan drafts
- o Their revision suggestions have been adopted and or discussed
- o The final draft has been presented, agreed and signed off. Yippee



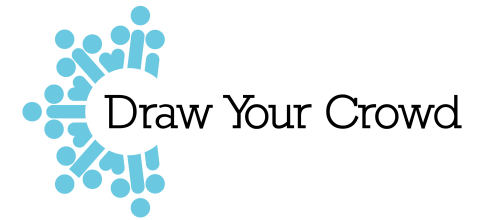
HANDY FORMAT



What #1: Brand Positioning

For (target audience)	
Insight (the piece of penetrating/deep understanding of the target)	
We offer (description of what we are and do)	
We provide (key benefits)	
Because (reasons to believe)	
It's a bit different because (differentiator)	

HANDY FORMAT



When #1: First Cut Quarterly Year Plan

	Q1	Q2	Q3	Q4	Q5
1. HOW #1 <u>eg.</u> Themes					
2. HOW #2 <u>eg.</u> Channels					
3. HOW #3 <u>eg.</u> Qualified Leads					
4. HOW #4 <u>eg.</u> Capabilities					
5. HOW #5 <u>eg.</u> Social					

THAT'S ALL FOLKS.

Good luck!

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